

## InfantSEE™ celebrates 1st birthday, survey shows favorable views

When AOA's InfantSEE™ program celebrates its one year birthday at Optometry's Meeting™, the program — like most 1-year-olds — will have reached some important developmental milestones, but also will have a great deal of growing to do.

That's one conclusion of an online survey conducted by the AOA



see *InfantSEE™*, page 24

## AOA honors ODs with top awards



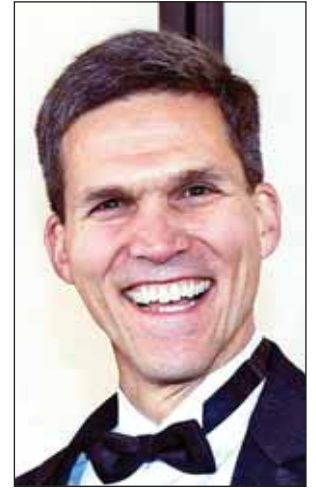
**Dr. Strickland**

Three prominent optometrists will be honored during Optometry's Meeting™ Opening General Session, sponsored by Essilor, on Thursday, June 22.

Jerald Strickland, O.D., Ph.D., has been named the Distinguished Service Award recipient.

Robert Layman, O.D., has been named the Optometrist of the Year.

Barbara Horn, O.D., has been named Young Optometrist of the Year.



**Dr. Layman**

of Optometry Giving Sight, an international fundraising organization for the benefit of worldwide eye care.

From September

see *Awards*, page 22

## Optometry's Meeting™ convening in Las Vegas

This month, the 109th Annual AOA Congress & 36th Annual AOSA Conference: Optometry's Meeting™ convenes in Las Vegas, including at two hotels in the foreground of the photo at right, the pyramid-shaped Luxor and the castle-themed Excalibur. Optometry's Meeting™, June 21-25, is expected to be one of AOA's largest. The headquarters is the Mandalay Bay Resort and Casino. See coverage throughout this issue and visit [www.optometrys-meeting.org](http://www.optometrys-meeting.org).



### Distinguished Service Award

The Texas Optometric Association's Jerald Strickland, O.D., Ph.D., is the AOA 2006 Distinguished Service Award recipient.

Dr. Strickland graduated from the Indiana University School of Optometry in 1959.

He is the assistant vice chancellor for International Studies and Programs and director, University of Houston Reaffirmation of Accreditation, Southern Association of Colleges and Schools.

Dr. Strickland is also on the Board of Directors



**Dr. Horn**

## Inside



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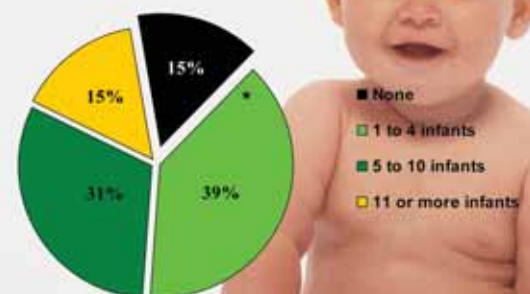


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### At A Glance: InfantSEE™ Participation



On average, each participant assessed 5 infants since registering\*





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1. Rosenthal RA, Bell WM, Schleich BA. Evaluation of a new contact lens disinfection formulation for disinfection efficacy. Alcon Laboratories, Inc. Poster presented at: ARVO 2005. 2. Gangola R, Dassanayake N, Carey C, et al. Corneal staining and subjective symptoms with multipurpose solutions as a function of time. *Eye Contact Lens*. 2005;31:166-167. 3. Andraso GJ, Ryan KA, Gangola RL, Lamp JM. Compatibility of silicone hydrogel lenses with multi-purpose solutions. Alcon Laboratories, Inc. Poster presented at: ARVO 2006.

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# President's Column

## Through storms, a stronger profession

As I prepare to hand the AOA presidential gavel to Tommy Crooks, O.D., at Optometry's Meeting™, I've begun to reflect on the year that has passed since I accepted that gavel.

We have weathered storms, both literal and figurative, and I believe that we have emerged stronger and better positioned to face the challenges that we know will come.

For example, when the real storms came to the Gulf Coast last year, AOA did not have a way to marshal resources to help optometrists struck by disaster. Today, we have the Optometric Disaster Relief Fund, and it has been used to help ODs and maintains a balance of several hundred thousand dollars, prepositioned to assist ODs in their recovery when disaster strikes.

A storm of a different kind, in the world media and the contact lens community, came about as an unprecedented number of reported cases of fungal keratitis came to light.

While this could have been perceived as a disastrous blow to the contact lens market, AOA was able to take the lead in the media — thanks to the leadership of the AOA Contact Lens and Cornea

Section and public awareness work by Hill & Knowlton.

Thanks to them, we were able to get our messages out quickly to the profession and the public. Now that the storm has calmed, we find that more than 600 million people heard our message about the importance of optometric care, contact lens compliance and hygiene in the media.

While we have been saddened to see people afflicted with eye conditions of this type, AOA has long warned of its potential. Our position has always been and will always be that contact lenses are medical devices and that professional eye care is essential to healthy vision. We view it as our duty to keep this message before the public and the agencies that are responsible for helping protect the public.

It's part of my message to the Federal Trade Commission this month as we work to ensure that contact lenses are not distributed like Cracker Jacks at a baseball game.

Following our experience with *Fusarium*, I believe our message is being taken more seriously.

A third stormfront came from the U.S. Senate. S. 1955, a bill to create insurance plans

for small business, which could have institutionalized discrimination against optometrists.

Fortunately, AOA members heeded our call to get involved. Our Keyperson network took action and got their senators' attention.

Thanks to their hard work, and the abilities of AOA's Washington Office, we did more than succeed. Before the bill was defeated, we were gratified to hear influential U.S. senators pledge that they would not allow anti-optometry language to be included in any future versions of the legislation.

While we were seeking to ride out the storm, we've emerged with new allies and brighter prospects for optometrists in the future.

Meanwhile, some of the initiatives begun a year ago are gaining influence. Since we launched InfantSEE™ a year ago, well over 10,000 infants have been assessed by optometrists. We continue to tweak the program, work with optometrists and other organizations to build the program, and build public awareness.

Speaking of public awareness, the AOA

*See Stronger, page 8*



**Richard L. Wallingford, O.D.**

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## State of Profession: U.S. eye, vision care market grew 6.5% since 2004

The U.S. ophthalmic market totaled \$27.2 billion last year, according to the new *State of the Profession: 2006* report, compiled by the AOA Information and Data Committee.

That is up 6.5 percent since AOA last published an estimate of the market size two years ago.

Growth in the American eyewear and eye care market is attributable to steady but moderate growth in the economy, increases in the range and volume of services provided by optometrists, expansion in private third-party and governmental coverage of vision and eye care services, growth in the population needing eye care, and the public's enhanced awareness of the importance of good eye health care, according to the report.

Private optometry continued to account for the largest share of the ophthalmic market—approximately 39.1 percent. Market share held steady for all participants except independent opticians, who have continued to see market share shrink.

The report estimates 35,855 full-time equivalent optometrists in the U.S.—with most self-employed, a growing number in group (as opposed to solo) practice, and an increasing number of female optometrists in practice. On average, optometrists were available to see patients 38 hours a week, performing 2,134 comprehensive eye examinations (including refractions) over the course of a year and averaging slightly more examinations per hour than in the past.

About 62.6 percent of examined patients required a new spectacle lens prescription. About 55.2 percent of the established contact lens patients examined required a new prescription.

Optometrists continue to be very active in the provision of medical eye care for their patients, diagnosing on average 19 glaucoma cases and 96 other anterior segment disorders during one recent six-month survey.

ODs who have appropriate prescribing authority treated or comanaged 66.2 percent of their patients diagnosed with glaucoma and 84.8 percent of patients they diagnosed with anterior segment disorders.

Optometrists also continue to actively incorporate new eye and vision care technology into their practices, with 32.3 percent now offering topography and 45.8 percent offering pachymetry.

Overall, practitioners report interest in refractive surgery has leveled over recent months.

*State of the Profession: 2006* will be published in the June issue of *Optometry: Journal of the American Optometric Association*.

To obtain a copy of the *State of the Profession* report, or any other AOA survey highlights, contact AOA Member Services at (800) 365-2219, ext. 4238 or e-mail [MemberServices@aoa.org](mailto:MemberServices@aoa.org). For a pricing list, visit [www.aoa.org](http://www.aoa.org), click on "Member Resources" and "Information and Data."

## Florida reinstates adult Medicaid Rx coverage

Florida Gov. Jeb Bush (R) signed into law H.B. 5001, the Appropriations Act, containing the reinstatement of Adult Medicaid Option Vision Services on May 25.

"It basically reinstates the adult (21+ year old) Medicaid client's ability to obtain Rx for eyewear and optical supplies, which was terminated over three years ago," wrote Florida Optometric

Association (FOA) Executive Director Ken Franklin in an advocacy update. "The FOA has been working for the past two legislative sessions in an attempt to gain the reinstatement funding for this program to better serve the Medicaid patients across Florida."

With funding of \$7 million, the Adult Medicaid Optional Vision Services will become effective July 1.

## CLCS honors student research

The AOA Contact Lens and Cornea Section named Pennsylvania College of Optometry Student Shauna Thornhill as the 2006 Student Research Award recipient.

The award, sponsored by CIBA Vision, is given annually to an optometric student who is selected as having written the paramount research paper based on contact lenses, cornea and/or refractive surgery.

Thornhill's submission was titled "The Contact Lens Experience: A Patient's

Perspective."

Thornhill will be recognized for her contribution with a \$3,000 check and round-trip airfare and hotel stay at the 109th Annual AOA Congress & 36th Annual AOSA Conference: Optometry's Meeting™ June 21-25, 2006, at the Mandalay Bay Resort and Casino.

In addition, she will receive a plaque and meal reimbursement.

The Student Research Award Program was developed by David Seibel, O.D., in 2004.



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# Eye on Washington

## AOA urges new federal crackdown on online lens sellers

**A**OA is urging members of Congress and the Federal Trade Commission (FTC) to take immediate action to safeguard consumers from having their contact lens prescriptions filled without sellers complying with federal prescription verification requirements.

AOA is calling for special scrutiny at the federal level of the "passive verification" loophole, which when exploited by sellers, is dangerously lowering the bar for patient safety, according to the AOA Advocacy Group.

AOA's efforts come at a time when 1-800 Contacts and its key ally in Congress, Sen. Robert Bennett (R-UT), have launched a new lobbying drive to seek a specific change to the

*Fairness to Contact Lens Consumers Act (FCLCA)* that is designed to benefit the online and direct mail contact lens sales industry.

Over 230 AOA Keypersons made prescription verification enforcement a top priority issue in their Capitol Hill meetings during the very successful AOA Congressional Advocacy Conference in May.

This month, AOA President Richard L. Wallingford, O.D., is due to meet with FTC officials to further press for enforcement action aimed at unscrupulous online and direct mail contact lens sellers.

"Every online and direct mail contact lens seller – including 1-800 Contacts – must know that they will be held strictly accountable for

violations of the law," said Dr. Wallingford.

"Optometry's message to the FTC and to Congress is that more needs to be done to protect our patients, starting with stronger prescription verification enforcement efforts and closing the passive verification loophole."

Under the FCLCA, consumers have ready access to contact lens prescriptions. However, according to the AOA Advocacy Group, there is mounting evidence suggesting that the online sales industry is continuing to fail to fully comply with the consumer safeguards Congress included in the law.

In doing so, unscrupulous contact lens sellers are endangering consumers and, based on complaints forwarded to the AOA Washington Office about the use of automated telephone verification systems, imposing needless burdens on optometric practices across the country.

In addition, the AOA Washington Office reports that it has received complaints regarding the apparent filling of orders with expired prescriptions or with lenses other than those that were prescribed.

Last October, the FTC issued a formal warning letter to 1-800 Contacts that cited a "substantial number of complaints" arising from the company's contact lens prescription verification practices.

The FTC detailed in the warning a series of penalties the company may face and specifical-

ly urged 1-800 Contacts' management "to review the [Contact Lens] Rule and revise its practices as necessary to ensure that they comply with its requirements."

1-800 Contacts responded to the FTC warning letter by attacking optometry and citing AOA's influence with members of Congress and federal government officials as the reason the company was targeted.

Also, 1-800 Contacts' officials publicly asserted on Nov. 8, 2005, that a competing online contact lens seller was engaged in "a pattern and practice... inconsistent with the prescription verification requirements of the FCLCA and...practices that misle[a]d consumers."

Charges of misleading practices and violations of federal law that place consumers at risk, coming from within the online contact lens sales industry, should further bolster AOA's efforts and increase pressure on the FTC and Congress to act, according to the AOA Advocacy Group.

Under the FCLCA, a merchant can only sell contact lenses to a customer if that customer presents a valid prescription for the lenses, or if the merchant confirms that the customer has a valid prescription through what is generally known as a "passive verification" process.

Under that process, the merchant must contact the office of the customer's prescribing eye

see Amendment, page 15

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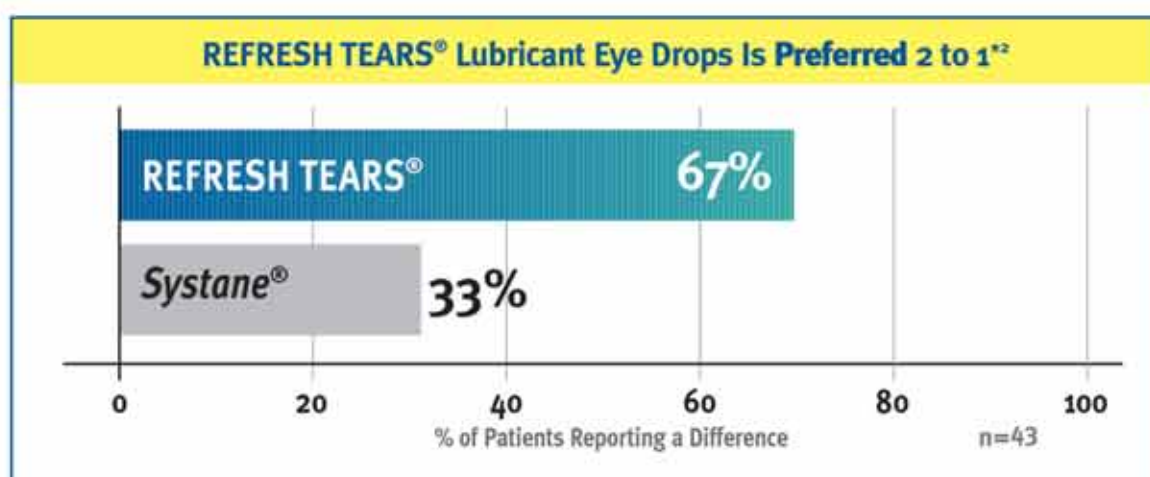


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References: 1. IRI data: 52 weeks ending 6/11/05. Information Resources, 2005. 2. Hom MM, et al. ARVO Annual Meeting; April 2006. E-Abstract #233.



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## Stronger, from page 3

public awareness campaign ratified by the House of Delegates a year ago has been very successful. Optometry's messages are being heard by more Americans than ever before, and we have a level of strategic thinking and execution that was not possible prior to us working with H&K. Their role in the *Fusarium* response will be long remembered as a shining moment for optometry as we asserted our position as the primary eye care providers and helped doctors and patients make informed choices.

Beyond the *Fusarium* work, H&K has spearheaded a number of campaigns, including Ready for School and the Great American Eye-Q Test, with results to be announced soon. The Eye-Q survey is intended to further position optometrists as the experts on eye care.

Meanwhile another

project is just beginning. Seeing how S. 1955 could have led to federal law erasing the gains that we have made in state houses over the years, we have embarked on an ambitious plan to strengthen AOA-PAC.

We expect that more and more we will face issues that used to be settled in the states (insurance regulations, licensing, access and health) now coming to the U.S. Capitol. It is absolutely essential to the future of our profession that we have a strong, active presence and the first step is to increase our PAC treasury to \$1.5 million.

By doing so, we will be far better positioned to weather the storms that lie ahead.

We are also in better position thanks to our partnerships with key organizations.

AOA has signed a Memorandum of Understanding (MOU) with the Department of

Health and Human Services (DHHS), the American Public Health Association (APHA), the National Association of Community Health Centers (NACHC) and the National Rural Health Association (NRHA) to partner in the elimination of health and vision disparities.

We have made excellent progress in working with the DHHS in implementing initiatives to achieve the targets set forth in the vision chapter of Healthy People 2010.

AOA through the Healthy Eyes Healthy People™ (HEHP) initiative has obtained industry funding for state associations to design and implement community outreach projects that support Healthy People 2010 vision objectives.

Thanks to Luxottica and VSP, AOA has distributed \$465,000 to state optometric associations for 141 HEHP community outreach programs in the past three years.

Optometrists from AOA's new Community Health Committee will present at the annual meeting of the National

Association of Community Health Centers. AOA's Professional Relations Committee exhibits at the annual meeting of the National Rural Health Association and the NRHA is now exhibiting at Optometry's Meeting™.

Before I turn the gavel over to Dr. Crooks, I wanted to thank you for your confidence and support.

During the past few years, as I was being treated for cancer, I could never have imagined leading AOA through such an exciting, and ultimately rewarding, time.

Without the support of my family, my fellow board members, the AOA staff and all of you, any one of these storms could have slowed us down.

Together, however, we have attained many key victories and look forward to more in the future. It's been my great pleasure to serve as AOA president and I hope you share my pride in this association of caring professionals.



## VOSH/International launches Fellowship for blindness prevention

VOSH/International has announced the award of Fellow of VOSH/International (FVI) to those who meet certain criterion.

The Fellowship Program is designed to encourage the acquisition of knowledge, skills and experience necessary to successfully meet the global challenge of preventable blindness; to foster the development of future leaders prepared to meet that challenge; and to prepare individuals who may be asked to consult with governmental agencies, educational, private, or public institutions, and the media on issues related to the mission of VOSH/International.

The first administration of the examinations for Fellow of VOSH/International will be Oct. 12-13, 2006, in conjunction with the VI Annual Meeting at the Palms Island Resort and Marina, Lake Monroe, FL. Applications are due July 12, 2006. For more, visit [www.vosh.org](http://www.vosh.org).



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# Optometry's Meeting™

## AOA-PAC auction to highlight exhibit hall

**T**he AOA-PAC Auction at Optometry's Meeting™ in Las Vegas is one thing on which you don't have to gamble.

This year's annual silent auction will be held June 22-24 in the AOA booth (#561) in the exhibit hall.

Optometry's Meeting™ attendees can browse through a great assortment of unique items each day of the auction.

Thirty minutes before the exhibit hall shuts down, the auction for that day's featured items will close.

Magicians and boot shiners will also be on hand as an added attraction.

Attendees can make their 2006 contribution to AOA-PAC at the booth and take a chance to win fabulous prizes on the AOA-PAC "Wheel of Fortune."

Participants are guaranteed to win with the latest legislative and politi-

cal news and great giveaways.

Exhibit hall visitors can also participate in the Congressional Letter Writing Campaign at the AOA booth and have the opportunity to use CAPWIZ, optometry's e-advocacy program.

In addition, AOA-PAC will hold its annual breakfast Friday, June 23 from 7:30 a.m. to 9 a.m. in Mandalay Bay Resort, South Seas H.

Open to all attendees, the event will provide information about the status of legislative activities, discuss the political landscape, and pay tribute to heroes in the profession—AOA Keypersons and AOA-PAC activists.

There is limited space available for the breakfast, so register early. Tickets may be purchased at the door for \$25.

For more information, e-mail Tess Milliorn at [TMilliorn@aoa.org](mailto:TMilliorn@aoa.org).

## Skating pair gliding into Vistakon booth

Olympic Silver medalists Tanith Belbin and Ben Agosto will be at the Vistakon Booth (#115) on Friday, June 23, at Optometry's Meeting™ in Las Vegas.

The figure skaters, winners of the first dance medal for the United States since a bronze in 1976, will talk about the competition and share their experiences with Acuvue Oasys with Hydraclear Plus at 10:30 a.m. and again at 11:30 a.m.

The pair will sign autographed photos and be available to pose for pictures at noon.

Both skaters were fit with Acuvue Oasys prior to competing in the Olympics.



## Wallingford to be immediate past president

**R**ichard L. Wallingford, O.D., will assume the office of Immediate Past President of AOA at Optometry's Meeting™ this month.

Dr. Wallingford was elected to the American Optometric Association Board of Trustees in June 1998, and re-elected in June 2001.

He was elected president of AOA in June 2005.

Dr. Wallingford is a past chair of the Federal Government Relations Center and the State Government Relations Center.

He is a past president of the Maine Optometric Association and the Maine Board of Optometry.

He serves on the Board of Trustees of the New England College of Optometry.

Dr. Wallingford has won numerous awards, including the Frederick

E. Farnum Award for the most outstanding contact lens clinician and the Daniel Kuperstein Memorial Award for the highest scholastic achievement in clinical optics.

Dr. Wallingford is a graduate of the University of Maine at Orono and the New England College of Optometry.

Dr. Wallingford has a private practice in Rockwood, ME, where he also resides with his wife Elaine.

They have three adult children, Richard III, M.D., a family physician and a fourth-year resident at Harvard Medical School in Psychiatry; Denise, a special education teacher in Northboro, MA, with a Master's degree from Boston College; and Tiffany, a graduate student at California-Poly in San Luis Obispo majoring in molecular biology.

## Low Vision Symposium June 22

The third annual State Low Vision Rehabilitation Committees' Symposium: Eccentric Viewing Concepts Relevant to Vision Rehabilitation Evaluation, Management, and Therapy is scheduled for Thursday, June 22, 2006, 11 a.m. – 2 p.m. at Optometry's Meeting™. All state affiliate low vision rehabilitation committee chairs are urged to attend, as well as LVRS members.

This is an excellent opportunity to exchange information related to

national policies and regional impact on the care for a growing number of individuals with vision impairment.

There is no charge for this program and a light lunch will be served.

Advance registration is highly encouraged in order to plan appropriate accommodations.

To register for the symposium or to join the LVRS, please contact Stephanie Brown, (800) 365-2219, ext. 4225 or [sdbrown@aoa.org](mailto:sdbrown@aoa.org).



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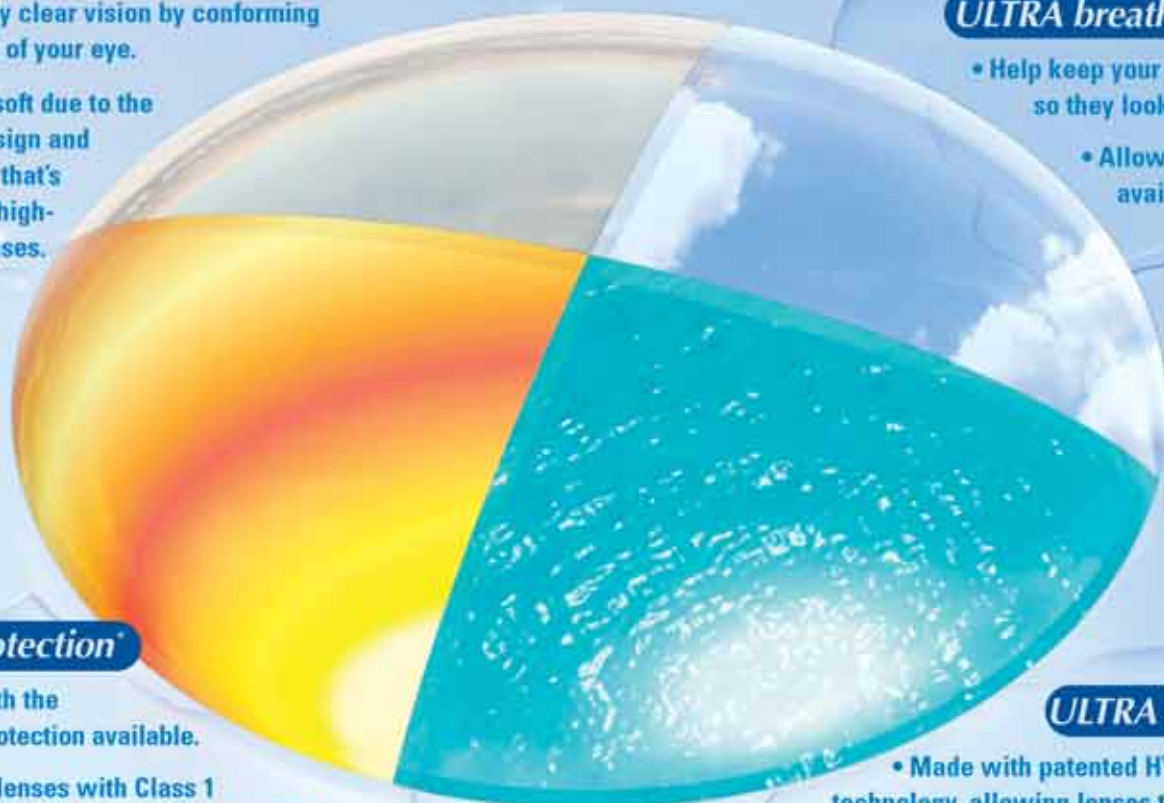
- Help keep your eyes fresh and white, so they look as good as they feel.
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- Help protect eyes with the highest level of UV protection available.
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**Important information for contact lens wearers:** ACUVUE® Brand Contact Lenses are available by prescription only for vision correction. An eye care professional will determine whether contact lenses are right for you. Although rare, serious eye problems can develop. To help avoid these problems, follow the wear and replacement schedule and the lens care instructions provided by your eye doctor. Do not wear lenses if you have an eye infection, or experience eye discomfort, excessive tearing, vision changes, redness or other eye problems. If one of these conditions occurs, contact your eye doctor immediately. For more information on proper wear, care and safety, talk to your eye care professional, call 1-800-843-2020 or visit [acuvue.com](http://acuvue.com).

\*WARNING: UV-absorbing contact lenses are NOT substitutes for protective UV-absorbing eyewear such as UV-absorbing goggles or sunglasses because they do not completely cover the eye and surrounding area. You should continue to use UV-absorbing eyewear as directed. NOTE: Long-term exposure to UV radiation is one of the risk factors associated with cataracts. Exposure is based on a number of factors, such as environmental conditions (altitude, geography, and cloud cover) and personal factors (extent and nature of outdoor activities). UV-Blocking contact lenses help provide protection against harmful UV radiation. However, clinical studies have not been done to demonstrate that wearing UV-Blocking contact lenses reduces the risk of developing cataracts and other eye disorders. Consult your Eye Care Practitioner for more information.

HYDRACLEAR™ is our brand name for our proprietary technology that brings together a remarkable moisture-rich wetting agent with high-performance base materials to form clear, wettable lenses, resulting in a unique, silky, soft feel. HYDRACLEAR™ Plus is our brand name for the next generation of our proprietary technology that allows us to use a higher volume of a moisture-rich wetting agent in a new, state-of-the-art formulation. This creates a more wettable, ultra smooth contact lens, especially for challenging environments that make eyes feel tired and dry.

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# 'Each One, Reach One' at 5

## Program turning around decline in applications to optometry schools

The number of applicants to optometry schools, as well as the number of students taking the Optometry Admission Test, has recently increased thanks to the efforts of the "Each One, Reach One" (EORO) campaign by the Association of Schools and Colleges of Optometry (ASCO).

The campaign was started in 2001 to respond to the continuing decline in the number of students applying to optometry schools.

Between 2001 and 2002, the rate of decline in applicants was 11 percent. The rate was nearly 13 percent between 2002 and 2003.

"Optometry is only as strong as the applicants who apply," said Jerry A. Richt, O.D.,

EORO member. "As a member of the Tennessee Board of Optometry, an NBEO examiner, and a private practitioner, I feel we must effectively com-

*The majority of incoming optometry students indicate that their decision to choose optometry as a career was because of the encouragement of a practicing optometrist.*

pete for the brightest students for our profession to grow."

The number of applicants is now increasing, and the EORO program is striving to continue that success.

The campaign aims to increase optometry's national applicant pool to three applicants for

each first-year position and to develop an applicant pool that reflects the diversity of the U.S.

EORO is a practitioner-based career pro-

optometry as a career was because of the encouragement of a practicing optometrist, based on ASCO's annual matriculating survey.

The "Each One, Reach One" Career Promotion Corps is a group of volunteer optometrists who aim to help increase the applications to optometry schools by publicizing the benefits of optometry as a career.

The American Optometric Student Association (AOSA) is also participating in the campaign by speaking to patients during clinic.

"I truly believe optometry to be the best, most enjoyable profession out there," said Douglas Creger, O.D.

"Because I want to see optometry continue to be a growing and viable profession, it is essential that I share with students the benefits of becoming an OD," he said. "I go to job fairs at the local high schools. I invite students to come to my office and follow me around for part of a day. I have helped several students with science fair projects involving eyes and the visual system."

Optometrists who want to participate will receive materials for interested patients, parents, and students.

ASCO will also provide tips for reaching out, as well as periodic updates on the applicant pool.

To join the "Each One, Reach One" Career Promotion Corps, visit [www.opted.org](http://www.opted.org) or e-mail Victoria Smith-Moore at [vsmithmoore@opted.org](mailto:vsmithmoore@opted.org).

motion effort that encourages optometrists to talk to their patients and other qualified young people about optometry as a future career.

"Becoming an EORO member was an easy decision for me," said Kevin Brooks, O.D. "I felt that if we want our profession to continue to grow in the right direction, we need future leaders. And who better to help pick those future leaders than practicing eye care professionals that understand what it takes to be an integral part of health care and a leader in the optometric community."

Having a small pool of qualified applicants will eventually affect the schools' abilities to be selective in the admission process.

It is important to note that the program is not about increasing the number of graduates from the nation's optometry schools, but about ensuring the future quality of the applicant pool.

The majority of incoming optometry students indicate that their decision to choose

### New in Practice — Panel of Experts Series



**Bolster your confidence and practice management savvy** by attending the New in Practice – Panel of Experts Series at Optometry's Meeting™ in Las Vegas, Nevada on June 24, 2006. Based on the new practitioner series offered in the past, panels of experts will discuss a range of popular practice management topics that impact optometrists just starting their careers or preparing to change practice settings.

This program is available thanks to a generous grant given by CIBA Vision, a Novartis Company.

Sign up for one or more sessions:

- Billing and Coding, Course # 0300 (Fee \$10)
- Staff Management, Course # 0310 (Fee \$10)
- Financial Management, Course # 0320 (Fee \$10)
- Contracts and Leases, Course # 0330 (Fee \$10)

AOA member and non-member ODs may pre-register for one or more sessions. Students may sign up to attend one or more course sessions on-site at the course room location on June 24 based on availability.

Register at [www.optometrymeeting.org](http://www.optometrymeeting.org)  
Or for additional information, contact [LDsmith@aoa.org](mailto:LDsmith@aoa.org) or 1-800-365-2219, extension 151

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# Half million health care entities have NPIs

Approximately 530,000 health care providers have obtained National Provider Identifiers (NPI), according to the U.S. Centers for Medicare and Medicaid Services (CMS).

Under the federal *Health Insurance Portability and Accountability Act* (HIPAA), the NPI will

replace the provider identification numbers that providers now use in most transactions conducted electronically with health plans.

Those transactions include the electronic claim, eligibility inquiry and response, claim status inquiry and response, payment and remittance advice, prior authorization/referral, and coordination of benefits transactions.

Because the NPI will be required for use in most electronic health care-related transactions, most public and private health care plans are widely expected to also require NPIs on paper claims, effectively making the NPI a universally recognized provider identification number.

Use of the NPI in electronic health care-related transactions will become mandatory on May 23, 2007.

That leaves health care providers a little less than a year to obtain NPIs and begin using them, CMS notes.

In many cases,

health care providers may be required to start using NPIs prior to that federally mandated deadline, the agency adds.

"Some health plans might be ready to accept NPIs much earlier than next May. The health plans with whom you do business will inform you as to when you may begin using your NPIs in these electronic transactions," CMS noted in a statement last month.

In some cases, health care providers will also need to know the NPIs for other providers, CMS notes.

Health care providers and health product suppliers are already required to include their NPI when they apply to enroll as Medicare providers, CMS notes. A new version of the CMS-855 Medicare enrollment application, issued in April of this year, provides spaces for listing

the NPI.

Medicare, at present, can accept either the Medicare provider number (the legacy provider number) or the NPI along with the Medicare provider number (both numbers) on claims it receives from providers.

Beginning Oct. 2, 2006, and continuing through May 22, 2007, Medicare will accept the NPI or the Medicare provider number (legacy provider number) on the claims it receives from providers. (If there is any issue with the provider's NPI and no Medicare provider number is included on the claim, the provider might not be paid.)

Therefore, Medicare strongly recommends that providers, clearinghouses, and billing services continue to submit their Medicare provider numbers, or "legacy" provider numbers, as a secondary identifier until May 22, 2007.)

## Providers can obtain a National Provider Identifier (NPI) by:

- ❖ Going online to <https://nppes.cms.hhs.gov> and filling out their application online;
- ❖ Obtaining a paper application form, filling it out, and mailing it to the NPI Enumerator; (They can obtain the paper application form (CMS-10114) by downloading it from [www.cms.hhs.gov/forms](http://www.cms.hhs.gov/forms) or by calling the NPI Enumerator at (800) 465-3203 and requesting a copy.)
- ❖ Submitting an application through Electronic File Interchange (EFI). EFI allows an approved organization, after obtaining the permission of a provider, to send the provider's NPI application data in an electronic file.

CMS has posted a number of documents related to the NPI, including Medicare's timetable for implementation of the NPI, on its NPI Web page: [www.cms.hhs.gov/NationalProvIdentStand](http://www.cms.hhs.gov/NationalProvIdentStand).

"We urge you to visit that Web site and become familiar with the NPI and how it will be used, if you have not already done so," the CMS statement notes.

## Disability examiners back expanded role for optometrists

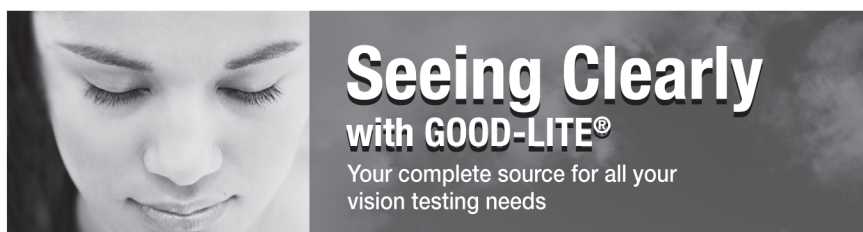
The National Association of Disability Examiners (NADE) is backing a move by the Social Security Administration (SSA) to expand the role optometrists play in determining whether people are eligible for disability benefits due to visual disabilities.

Under proposed new rules, SSA would recognize optometrists as "acceptable medical sources for determining visual disorders, ranging from blindness (which optometrists now can determine), to debilitating conditions of the eyes such as ptosis, to paralysis accommodation and traumatic eye injuries"

At present, optometrists are authorized only to assess visual acuity and visual fields when determining whether a patient meets SSA's criteria for blindness.

NADE, the professional organization representing state and federal employees who make disability determinations, wrote SSA to express support for the proposed rule change following an announcement in the March 1 *Federal Register*.

NADE said the move would reduce SSA's need for consultative examinations by ophthalmologists and expedite the decision-making process when disability status is requested.



### ESV3000 ETDRS Standardized Viewer

Good-Lite and VectorVision have joined forces to produce the only ETDRS viewing cabinet that self-calibrates illumination on the chart surface for both photopic (85 cdm<sup>2</sup>) and mesopic light level testing.

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\* U.S. Patent 5,078,486

\*\* Power plug adaptor may be needed for outlets outside the U.S.



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## Amendment, from page 6

care provider.

The merchant can then provide the requested lenses unless the eye care provider indicates, within eight business hours, that the patient does not have a valid prescription.

Eye care providers have frequently complained that passive verification places the patient at an unacceptable health risk of getting an improper contact lens.

In addition, eye care providers have noted that the system creates an incentive for the contact lens seller to avoid receiving verification in order to expedite a sale.

They say it also creates an unreasonable administrative burden in the process for them to track down sellers to make verification responses.

The AOA Advocacy Group notes that "public health would be compromised by a calculated effort to discourage eye doctors from responding to verification inquiries."

In a 2002 report, the FTC concluded that consumers "incur health risks if they forego regular eye exams that would allow optometrists or ophthalmologists to spot emerging health problems in their early stages."

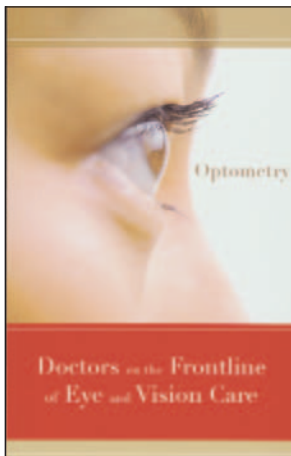
Over the last year, AOA and concerned members of Congress, including Sen. Ben Nelson (D-NE), Rep. Tammy Baldwin (D-WI) and Rep. Tom Osborne (R-NE) have publicly raised concerns about prescription verification abuses by online sellers and urged the FTC to take enforcement action.

"We want to provide the best and most up-to-date information possible to the FTC and

to Congress, said Dr. Wallingford.

"Anyone aware of violations of the FCLCA by contact lens sellers is urged to immediately report it to the FTC and to contact the AOA Washington Office at (800) 365-2219," he said.

## 'Frontline' brochure available



AOA, to help people understand the scope of practice and training of optometrists, has published the "Doctors on the Frontline" brochure.

The brochure was developed as part of the Optometry Awareness and Public Affairs Campaign, conducted in conjunction with Hill & Knowlton (H&K).

Intended for community education and legislative outreach, the brochure can be purchased from the AOA Order Department in the following quantities: 50 brochures for \$25; 100 brochures for \$40; 50 supplemental cards for \$6, and 100 supplemental cards for \$10. To place an order, call (800) 262-2210 or e-mail [JRPayne@aoa.org](mailto:JRPayne@aoa.org).



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From left, AOA Vice President Kevin L. Alexander, O.D., Ph.D., Dean, Michigan College of Optometry; Essilor Lenses President and COO Michael Daley, Honorary Doctorate Recipient; and David Eisler, Ph.D., president, Ferris State University.



## Ferris confers honorary doctoral degree upon Daley

The Ferris State University Board of Trustees conferred an Honorary Doctor of Business and Industry upon Mike Daley, president of the Lens Group, Essilor of America, Inc., during the university's Spring Commencement exer-

cises, May 6, 2006.

A distinguished graduate of Ferris, Daley earned both his Bachelor of Science degree and Associate of Applied Science degree at Ferris in the 1970s.

His relationship with the university continued as he provided instruction in Optical Technology for Ferris.

Daley began his career with Essilor of America in 1976, serving as a Varilux Corp. sales consultant.

He soon received several promotions within Varilux Corporation, including positions as assistant technical manager, product manager, director of technical services, vice president of laboratory operations and vice president of sales.

In 1989, Daley became president of Varilux Corp.

In 1996, Daley was appointed president and chief operating officer of Essilor of America's United States Lens Division, known as Essilor Lenses, following the merger of Varilux Corporation with Essilor of America.

Daley's relationship with Ferris has facilitated the establishment of an Ophthalmic Fabrication Laboratory in the Michigan College of Optometry.

His professional career includes distinguished service, both past and present, on numerous boards in the opticianry and optometric fields.

His service on the Boards of Governors and Directors for blindness prevention agencies is truly reflective of his passion and commitment to his industry.

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- Dr. Laurie Sorrenson,  
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# ODs highlight eye concerns at CDC Diabetes Conference

**G**oing a Mile High Against Diabetes and Obesity was the theme of the 2006 Centers for Disease Control and Prevention (CDC) Annual Diabetes Translation Conference, which recently took place in Denver.

The meeting attracted nearly 1,000 people representing a wide range of local, state, federal, and territorial governmental agencies and private-sector diabetes partners.

Under the topic of "Obesity, Nutrition and Eye Health, A Full Circle Revealed," three optometrists made presentations.

Mark Sherstinsky, O.D., an assistant clinical professor from the State University of New York State College of Optometry, gave a clinical overview of how obesity and diabetes affects eye health and vision.

Leo Semes, O.D., associate professor at the University of Alabama at Birmingham School of Optometry, presented information about nutrition and obesity, which identified risk factors and how to prevent ocular complications from macular degeneration.

Michael Duenas, O.D., CDC health scientist, spoke about the increase of obesity in all age groups and the importance of vision and its connection to physical activity and nutrition.

Two posters were presented by Joseph J. Pizzimenti, O.D., an associate professor and director of the Diabetes Eye Health Service at Nova Southeastern University College of Optometry (NSUCO).

"Eye on Diabetes: A Multidisciplinary Patient Education Intervention," described findings from an educa-

tional intervention for patients with diabetes.

The study found that many patients with diabetes don't understand the importance of annual dilated eye exams and underscored the importance of multi-disciplinary patient education. The principal investigator for the study was Heidi Wagner, O.D., MPH, also from NSUCO.

"Anatomy of an Interdisciplinary Symposium on Diabetes, Obesity and Nutrition," described an interdisciplinary continuing education program for primary health care providers.

Eight health care disciplines, including Medicine, Pharmacy, and Optometry, were represented at this conference.

Anthony Cavallerano, O.D., from the Veterans Administration Boston Health Care System, presented two posters describing a teleretinal imaging program outside of an eye care setting within the VA.

He reported on a pathway for nonmydriatic digital retinal imaging of diabetic patients in a primary care environment to evaluate for diabetic eye disease and other related systemic disorders.

The latest CDC data reports 14.6 million persons in the United States with diabetes and another 6.2 million persons remain undiagnosed. People aged 65 years or older account for almost 40 percent of the population with diabetes.

AOA's Healthy Eyes Healthy People™ exhibit provided patient education and resource materials for clinicians, health educators and other public health workers.

Materials empha-

sized the importance of annual dilated eye examinations for individuals with diabetes to meet one of the goals of Healthy People 2010.

At the opening session of the conference, AOA was identified as a contributing sponsor for providing t-shirts for each attendee with a colorful scene of Denver and cartoon characters providing diabetes services.

This is the tenth year that AOA has provided the official conference t-shirts for all attendees of the CDC Diabetes Translation Conference. According to CDC staffers, these AOA/CDC t-shirts from previous conferences have been spotted all around the world.



**Above, panel presenters from left, are Michael Duenas, O.D.; Leo Semes, O.D.; Mark Sherstinsky, O.D.; moderator Jinan Saadine, M.D.**

**Below, poster presenter Joseph Pizzimenti, O.D., answers questions about his poster at the CDC Diabetes Conference.**



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*Carlisle Duenas, O.D.*

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## Awards, from page 1

2003 to July 2005, Dr. Strickland was the senior vice chancellor/ senior vice president for Academic Affairs and provost of the University of Houston. Prior, Dr. Strickland was dean of the University of Houston College of Optometry (UHCO).

In 2001, Dr. Strickland was elected founding president of the Board of Trustees of the World Optometric Foundation, the fund-raising branch of the World Council of Optometry. He is the vice president of the foundation.

In 1998, Dr. Strickland was elected founding president of the Partnership Foundation for Optometric Education, advocating funding for advancements in optometric education through national endowments.

Dr. Strickland served as president of the Association of Schools and Colleges of Optometry (ASCO) from 1997 to 1998.

In 1995, Dr. Strickland was appointed to the Health Professions Education Advisory Committee to the Texas Higher Education Coordinating Board.

Dr. Strickland's career started when he completed his graduate studies and joined the faculty of the Indiana University School of Optometry, where he taught and was the assistant dean for External Affairs.

In 1974, Dr. Strickland joined the faculty and administration at the Pennsylvania College of Optometry as an associate professor and director of the Division of Professional Studies. He also served as the school's dean and chief academic officer until he moved to UHCO in 1979 as an associate dean.

Dr. Strickland taught in the areas of

patient care and community health while serving as an administrator. He also served on numerous councils, committees, and task forces.

Dr. Strickland's awards and honors include:

- ❖ Honorary degree, Doctor of Humane Letters, New England College of Optometry, 2006

- ❖ Texas Optometric Association Distinguished Service Award, 2003

- ❖ Honorary Chairman and Visiting Professor, Department of Optometry and Vision Science at Sun Yat-sen University of Medical Sciences, Guangzhou, People's Republic of China

- ❖ Presidente de Honor Award, Universidad de LaSalle, Bogota, Colombia, 1998

Dr. Strickland and his wife, Cecile, have four children and six grandchildren.

### Layman OD of the Year

The Ohio Optometric Association's Robert Layman, O.D., has been named the AOA 2006 Optometrist of the Year.

Dr. Layman graduated from The Ohio State University College of Optometry in 1982.

Dr. Layman is moderator of the AOA President's Council and past chair of the AOA Membership Committee, on which he served 20 years.

A member of the AOA Glaucoma Project Team and the Contact Lens and Cornea Section, Dr. Layman is also a Keyperson and contributor to AOA-PAC.

Within the Ohio Optometric Association, Dr. Layman is chair of the East-West Eye Conference, has served on numerous committees and served as president of OOA in 2002.

Dr. Layman has received the OOA Senior

Student, Special Merit, Young Optometrist of the Year, and Optometrist of the Year awards.

In addition to volunteering for VISION USA and InfantSEE™, Dr. Layman volunteers for the Ohio Amblyope Registry, a statewide program designed to serve the needs of children with amblyopia and to educate the public about amblyopia and its treatment and prevention.

Dr. Layman also works on the Ohio Optometric Association Realeyes Education Initiative, presenting about the importance of lifetime eye care to students. Realeyes provides a free, standardized, interactive, age-appropriate curriculum on eye and vision health and safety.

Dr. Layman has volunteered for the OSU College of Optometry, the University of Toledo, Owens Technical College, the Kiwanis Club of West Toledo, the Toledo Jaycees, the local business association, school district, hospitals, his church, and Cub Scouts.

Earlier this year, TLC Laser Eye Centers presented Dr. Layman with the Dennis Kennedy O.D. Excellence in Eye Care Award in Lansing, MI.

Dr. Layman practices in a private group practice, the Pinnacle Eye Group, with three locations in Toledo, OH; Perrysburg, OH; and Lambertville, MI.

### Horn Young OD of the Year

The Michigan Optometric Association's Barbara Horn, O.D., has been named the AOA 2006 Young Optometrist of the Year.

Dr. Horn graduated from the Michigan College of Optometry in 1998.

She is the executive committee chair of the AOA Information &

Member Services Group and secretary-treasurer of the Michigan Optometric Association (MOA) Board of Trustees.

Dr. Horn is also a past chair of the AOA Student and New Graduate Committee, a member of the AOA Corporate Leadership Council and has been a participant in the Optometry 2020 Summits.

Since the inception of the InfantSEE™ program, Dr. Horn has been the state co-chair.

Dr. Horn received the MOA Keyperson Award in 2002 and the MOA Student of the Year Award in 1997.

Dr. Horn is a frequent contributor to optometric publications, such as *Cross Section*, the quarterly newsletter of the AOA sections, and MOA's *The Michigan Optometrist*.

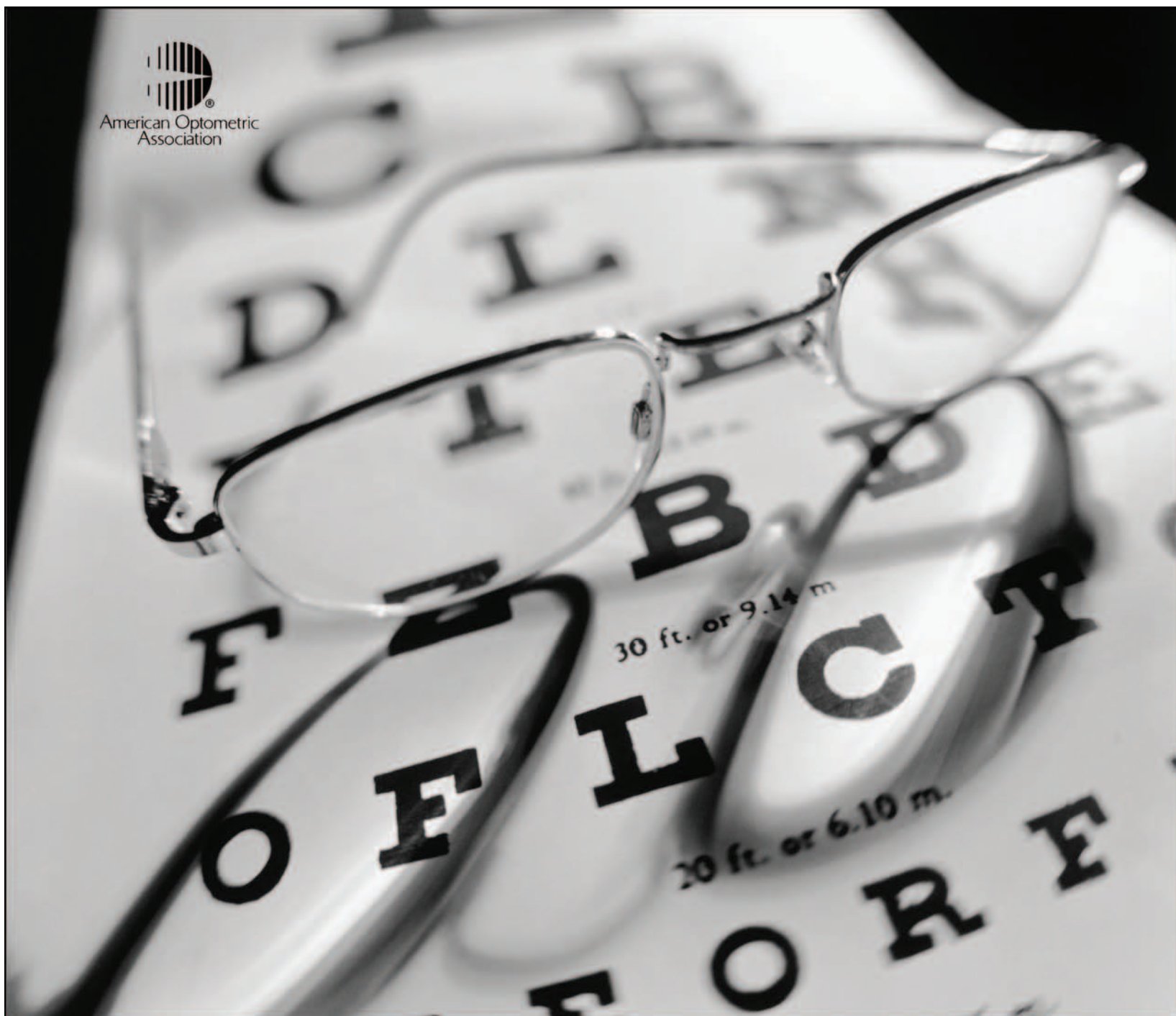
Dr. Horn has been a volunteer for VOSH and the Special Olympics World Winter Games. She provided exams and eyewear for Hurricane Katrina evacuees relocated to Michigan in 2005. She even provided employment for one evacuee.

In addition to her family, practice, and organized optometry responsibilities, Dr. Horn works diligently in her community to foster awareness of potential vision problems and the need for eye protection. She presents 35-50 lectures or classes a year at local schools.

In 2003, Dr. Horn was presented the Special Person Award for her contributions to the St. Joseph Mercy of Macomb School Health Program.

Dr. Horn is a co-owner/partner in a large, suburban private practice in southwestern Michigan. She resides in Washington, MI, with her husband, Mike Weisgerber, O.D., and family.





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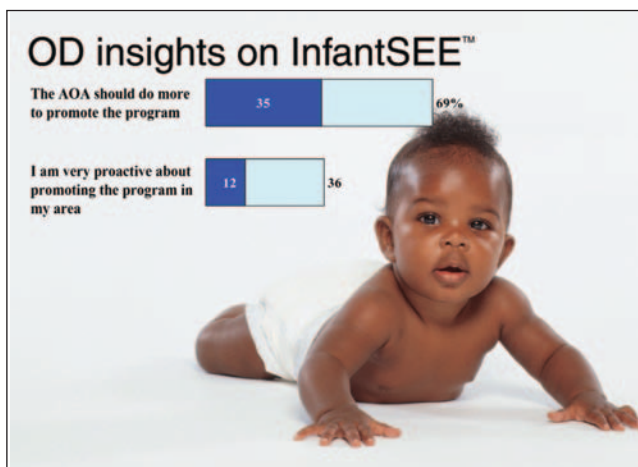
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## InfantSEE™, from page 1

InfantSEE™ Committee and Vistakon Marketing Research Department (MRD).

Aimed at evaluating current program performance and identifying factors that can further drive its success, Vistakon MRD obtained 416 completed surveys from providers April 7 to 17.

"Initially, the InfantSEE™ program had been received with fair enthusiasm, as shown by most participants signing up even before its official launch," said InfantSEE™ Chair Scott Jens, O.D. "With few doctors joining in 2006, it is obvious that we must do more to earn the enrollment of additional doctors who will provide this community service."

According to Dr. Jens, the InfantSEE™ program has a favorable initiation rate with almost

all participants having assessed at least one infant since signing up.

However, he noted that to reach its objective of 100,000 infants assessed by the end of 2006, the InfantSEE™ program needs to support and encourage its participants to see more infants.

"Every doctor who is participating in the program needs to plan to see one infant a month in 2006. This is easy to do if the doctor and the staff talk to pregnant moms, new parents, and even promote the program to grandparents," Dr. Jens said.

With 7,300 participants, each provider would need to assess 10 more infants than the average of five they have seen so far.

The survey found InfantSEE™ program providers are supportive of the program idea and deem it as very important.

The survey showed that the members expected more consumer demand for infant assessments, and that is probably a result of a major national PR effort last summer, including an appearance on the *Today* show with President Jimmy Carter.

"Since the program has limited funds to continue that level of external public awareness,

the doctors will need to be ambassadors for the program within their own practices," Dr. Jens noted.

"They are not proactive about promoting the program themselves, and are now waiting for the AOA to step up and create more public awareness," Dr. Jens said. "AOA has done many things to increase awareness, but it will take a lot of time for that to affect change in society to the point that parents will take the initiative to seek an InfantSEE™ assessment."

Other survey results show that optometrists have signed up for the InfantSEE™ program because they support its objective and want to be of service to the local community.

The survey found the InfantSEE™ program is considered to be important, and doctors enjoy participating in it.

InfantSEE™ is perceived to be at least somewhat effective, generally meeting or exceeding participants' expectations.

According to Dr. Jens, there is an opportunity to better set and/or deliver on expectations. "The program initiation rate is favorable: 85 percent of the providers who signed up have assessed at least one infant."

The InfantSEE™ Committee has determined that the program should focus on encouraging or supporting optometrists to see more

infants.

Most optometrists have seen in the range of one to 10 infants, with an overall average of five.

About 15 percent of the group have been particularly successful by seeing 11 or more infants. The InfantSEE™ Committee is hoping to reach out to these participants to identify best-in-class practices and get the information to other practitioners.

The survey found InfantSEE™ providers are satisfied with the program's partnership with them, providing information on assessing infants and information on promoting the program.

"There is definitely an opportunity for AOA to partner outside of its participant base with the general public and other health care providers," Dr. Jens said.

The survey found there is almost universal awareness of the InfantSEE™ requirement of not charging a professional fee for assessing infants.

The InfantSEE™ program requires all participating doctors to waive any professional fees for assessing infants without a medical complaint in their first year of life. No billing to insurance or governmental aid programs is allowed.

*InfantSEE's first birthday celebration will be held from 4:15 to 7 p.m., Thursday, June 22, in the AOA Booth at Optometry's Meeting™.*

## InfantSEE™ nominated for PR awards

AOA, in conjunction with public relations firm Manning Selvage & Lee (MS&L), was nominated for two SABRE Awards for work on the InfantSEE™: Protecting Your Baby's Windows to the World campaign.

The awards are given for work in Superior Achievement in Branding and Reputation and honor public relations, reputation management, and brand-building campaigns that exemplify a strategic approach in research and planning, breakthrough thinking, integrity and effectiveness.

There were more than 1,600 entries to the 2005 SABRE Awards competition. The winners were announced May 9.

The InfantSEE™ campaign was a bronze nominee in the Poster/Calendar/Photography category and a gold nominee in the Social Marketing category.

AOA and MS&L received a certificate of excellence in the Poster/Calendar/Photography category.

Other nominees (in various categories) include: State Farm, Sunkist, American Express, Starbucks, Humana Hospitals, Novartis, Transitions Optical, and the American Heart Association.

The awards are sponsored by the publisher of "The Holmes Report," covering the public relations industry.

- Doctors have signed up for the InfantSEE™ because they support its objective and want to be of service to the local community.





# Introducing Hoyalux iD

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Winner of "Best Lens Design" from around the world, HOYA leads the industry with Hoyalux iD – a progressive lens so revolutionary it does what no other progressive lens has ever done before. By separating the performance of the front and back surface of the lens itself, Hoyalux iD virtually eliminates swimming and swaying sensations so common with ordinary progressive lenses.



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# Getting in touch with AOA

## Direct lines to AOA:

A new phone system allows AOA members to reach AOA staff directly. For St. Louis staff, dial 314 983-XXXX, where the four digits are the four digit extension code listed.

**A**OA's volunteer structure is supported by 96 staff. For more information on AOA's programs and services, you may contact the staff at the following numbers.

**Accounts Payable**  
800-365-2219 x4248  
**Accounts Receivable**  
800-365-2219 x4239  
**Accreditation Council on Optometric Education**  
800-365-2219 x4246, x4223 or x4262  
JLUrbeck@aoa.org  
WJRedd@aoa.org



## Calling AOA? Help us serve you better.

When calling, if you leave a message be sure to include information on whether the number is for your home or office and from what time zone you are calling. Better, include information on the best time for AOA staff to return your call.

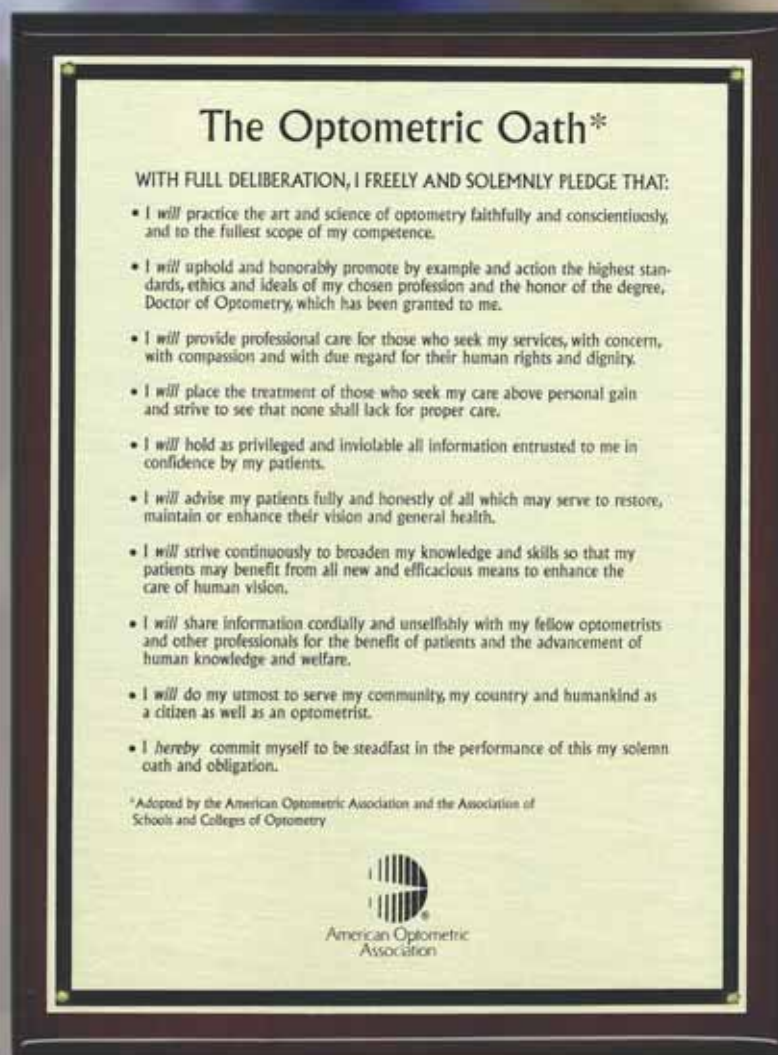
TAWirth@aoa.org  
**Address Changes**  
800-365-2219 x4112  
(Leave message)  
AddressChange@aoa.org  
**AOA News**  
800-365-2219 x4216  
RAFoster@aoa.org  
RFPieper@aoa.org  
TLOverton@aoa.org  
**AOA Political Action Committee**  
703-739-9200  
NBrazil@aoa.org  
**Aviation Vision**  
800-365-2219 x4244  
JLWeaver@aoa.org  
**Awards (Member Records)**  
800-365-2219 x4238  
MemberServices@aoa.org  
**Career Guidance Materials**  
800-365-2219 x4260  
SKMeyer@aoa.org  
**Children's Vision Topical Interest Group (TIG)**  
800-365-2219 x4225  
SDBrown@aoa.org  
**Classified Advertising**  
212-633-3986  
K.Spurlock@elsevier.com  
**Clinical Care Information**  
800-365-2219 x4209 or x4244  
HNJohnson@aoa.org  
JLWeaver@aoa.org  
**Clinical Practice Guidelines**  
800-365-2219 x4237 or x4244

BTKowalczyk@aoa.org  
**Commission on Paraoptometric Certification**  
800-365-2219 x4135, x4210  
DMByrd@aoa.org  
SALderon@aoa.org  
**Communications Group**  
800-365-2219 x4212  
SMWasserman@aoa.org  
**Contact Lens and Cornea Section**  
800-365-2219 x4137 or x4224  
LJRickard@aoa.org  
**Continuing Education: Opt. CE-Other Assns.**  
800-365-2219 x4117  
ILAMO@aoa.org  
**Credits-AOA CE**  
800-365-2219 x4256  
**Council on Research**  
703-739-9200  
AmOptCOR@aol.com  
**Diabetes Initiative - CMS**  
703-739-9200  
KHipp@aoa.org  
**Endowment Fund**  
800-365-2219 x4134  
LABoyland@aoa.org  
**Environmental/Occupational Vision**  
800-365-2219 x4244 or x4209  
JLWeaver@aoa.org  
**Ethics and Values**  
800-365-2219 x4232  
LPCarslick@aoa.org  
**Event Calendar**  
EventCalendar@aoa.org  
**Eye Care Benefits**  
703-739-9200  
TWeaver@aoa.org  
**Federal Government Relations Center**  
703-739-9200  
JFHymes@aoa.org  
**Finance Center**  
Accounts Payable  
800-365-2219 x4248  
Accounts Receivable  
800-365-2219 x4239  
**Geriatrics/Nursing Facility**  
800-365-2219 x4237  
BTKowalczyk@aoa.org  
**Hospital Practice**  
800-365-2219 x4237  
BTKowalczyk@aoa.org  
**Industry Relations**  
800-365-2219 x4133  
RABrauns@aoa.org  
**Infants' & Children's Vision Coalition**  
800-365-2219, x4245 or x4244  
JLWeaver@aoa.org  
**InfantSEE™**  
800-365-2219 x4286  
InfantSEE@aoa.org  
**Insurance**  
800-678-9262  
TWeaver@aoa.org  
**Keyperson Program**  
703-739-9200  
NBrazil@aoa.org  
**Legal Aspects of Practice**  
800-365-2219 x4236  
EAOrtmann-Vincenzo@aoa.org  
**Library (ILAMO)**  
800-365-2219  
Information and Loans  
x4117, 4118, 4102, or

4104;  
Calendar of Meetings x4117  
Visionlink x4102  
ILAMO@aoa.org  
**Low Vision Rehabilitation Section**  
800-365-2219 x4225  
SDBrown@aoa.org  
**Managed Care**  
703-739-9200  
TWeaver@aoa.org  
**Media Relations**  
800-365-2219 x4263  
SLThomas@aoa.org  
**Medicare Coding**  
703-739-9200  
**Medicare Policy**  
703-739-9200  
KHipp@aoa.org  
**Member Records (AOA)**  
800-365-2219 x4131  
MemberRecords@aoa.org  
**Member Services**  
800-365-2219 x4238, x4111  
MemberServices@aoa.org  
**Memorials and Tributes (Book of Memory)**  
AOA Endowment Fund  
800-365-2219 x4134  
LABoyland@aoa.org  
**Museum**  
800-365-2219 x4102  
LJDraper@aoa.org  
**National Diabetes Month Program (November)**  
800-262-3947 (Nov.)  
AmOptCOR@aol.com  
**New Technology**  
800-365-2219 x4244 or x4209  
JLWeaver@aoa.org  
**Ophthalmic Standards**  
800-365-2219 x4244 or x4209  
HNJohnson@aoa.org  
JLWeaver@aoa.org  
**Optometric Leadership Institute**  
800-365-2219 x4110  
LMBaumstark@aoa.org  
**Optometric Recognition Awards (ORA)**  
800-365-2219 x4258 or x4260  
ora@aoa.org  
**Optometry: Journal of the AOA**  
412-749-2568  
PBFreeman@aoa.org  
**Optometry's Meeting™**  
General information  
800-365-2219 x4214  
DMGittemeier@aoa.org  
Education  
800-365-2219 x4254  
SASmith@aoa.org  
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KERodrigue@aoa.org  
Student Programs  
800-365-2219 x4251  
LLTeasdale@aoa.org  
**Optometry's Career Center® (OCC)**  
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**Order Department**  
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**Paraoptometric Section**  
800-365-2219 x4222  
TLRemington@aoa.org  
**Pediatrics/Binocular Vision**  
800-365-2219 x4209  
HNJohnson@aoa.org  
JLWeaver@aoa.org  
**Practice Assistance Program**  
800-365-2219 x4151  
LDSmith@aoa.org  
**Practice Management Materials**  
800-365-2219 x4151  
LDSmith@aoa.org  
**Practice Strategies**  
800-365-2219 x4267  
RFPieper@aoa.org  
**Primary Care**  
800-365-2219 x4209 or x4244  
HNJohnson@aoa.org  
JLWeaver@aoa.org  
**Professional Relations**  
703-739-9200  
KHipp@aoa.org  
**Public Health Issues**  
703-739-9200  
AmOptCOR@aol.com  
**Public Relations**  
800-365-2219 x4176  
JMMahoney@aoa.org  
SLThomas@aoa.org  
**Refractive Surgery Topical Interest Group (TIG)**  
800-365-2219 x4225  
SDBrown@aoa.org  
**Quality Assessment and Improvement**  
800-365-2219 x4237  
BTKowalczyk@aoa.org  
**Save Your Vision Month**  
800-365-2219 x4176  
JMMahoney@aoa.org  
**Seal of Acceptance**  
800-365-2219 x4244 or x4209  
HNJohnson@aoa.org  
JLWeaver@aoa.org  
**Sports Vision Section**  
800-365-2219 x4107  
DBKincaid@aoa.org  
**State Licensure/State Optometry Laws**  
800-365-2219 x4266  
SLCooper@aoa.org  
**Student and Faculty Programs**  
800-365-2219 x4106  
LWBergman@aoa.org  
**Surveys**  
800-365-2219 x4238  
Memberservices@aoa.org  
**Third Party Issues**  
703-739-9200  
TWeaver@aoa.org  
**Travel Reimbursement**  
800-365-2219 x4239  
**VAN - Vision Awareness Network** (formerly AFVA)  
800-365-2219 x4226  
Dfox@aoa.org  
**VISION USA**  
800-365-2219 x4261  
VISIONUSA@aoa.org  
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GCWilton@aoa.org





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# Vistakon releases Oasys in expanded parameters

Vistakon announced that Acuvue® Oasys contact lenses are now available in full expanded parameters.

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## Transitions announces commercial

Strengthening on its brand awareness, Transitions Optical will launch a new television commercial this month.

The 30-second ad will run on ABC, CBS, NBC, The Weather Channel, Bravo, the TV Guide Channel, and other cable networks.

Transitions research shows that three quarters of consumers who see the new ad will be very likely or extremely likely to discuss Transitions lenses with their eye care professional.

The commercial will focus on the UV index as a signal to consumers of the need to protect their eyes from harmful UV rays and urges them to ask for their Certificate of Authenticity when they purchase Transition lenses.

The lenses were the first to earn the AOA Seal of Acceptance for UV absorbers/blockers.

For information, or to register in the Trusted Worldwide marketing program, visit [www.transitions.com/trustedworldwide/ecp](http://www.transitions.com/trustedworldwide/ecp) or contact a Solutions Team, STAR Lab, or representative.



# Industry News



## Ray-Ban launches new 'Hollywood' promotion

Ray-Ban Optical and Sun began a new promotion June 1 targeting eye-wear consumers as well as wholesale customers.

The "Win the



Hollywood Life" promotion features a VIP trip for two to Hollywood as the grand prize.

Wholesale customers are also eligible to win a trip to Hollywood based on Ray-Ban purchases.

The grand prize includes VIP tickets to *Hollywood Life* magazine's star-studded Breakthrough Awards, exclusively sponsored by Ray-Ban.

In addition, the win-

ner will receive a stay at one of Hollywood's premier hotels, tours, top restaurant service, and spa treatments.

Ten winners will receive second prizes of his and her Ray-Ban sunglasses, and 50 third prize winners will receive one-year subscriptions to *Hollywood Life* magazine.

Participating wholesale customers meeting the minimum frame purchase requirement will receive one contest

entry and a high-impact counter card announcing the sweepstakes.

Wholesale customers committing to a higher frame requirement will receive three contest entries, a promotional showcard, a subscription to *Hollywood Life* magazine, and a special gift.

Winners will be chosen at random on Sept. 30. Enter at [www.ray-ban.com](http://www.ray-ban.com).

## Costa Del Mar debuts new lens shades, prices

Polarized sunglass manufacturer Costa Del Mar will debut new shades of its patented Costa 580 lens on July 1.

The company will add two new colors, blue and green mirror options, and implement a 20-30 percent price reduction to the already-available products.

The Costa 580 lens is designed to block yellow light, which helps provide greater color discrimination and reduces obtrusive glare while absorbing harmful ultra violet rays.

The lenses provide 100 percent UV protection that is imbedded between layers of glass so it can't be worn or washed away over time. This aspect makes it ideal for water enthusiasts, according to Costa Del Mar.

"Ever since the 580 lens became available, our customers have asked us to find a way to make mirrors available," said Chas MacDonald, president

of Costa Del Mar. "Now we have the technology in place to make the 580 mirrors a reality, while keeping the same high-performance quality our customers know and expect. Arguably the best in the world, Costa's 580 lenses have become the gold standard for fishing and water enthusiasts, but until now, the price may have prevented some from experiencing the technology for themselves. The price reduction gives more consumers the ability to own a pair of 580s and see the world in a whole new light."

The new suggested retail price will range from \$209-\$259 for mirrored lenses, and \$189-\$239 for non-mirrored lenses.

Costa Del Mar said it perfected a manufacturing process that improved production efficiencies, allowing it to reduce the cost of making the lenses.

For more information, call (800) 447-3700 or visit [www.costadelmar.com](http://www.costadelmar.com).



**Christine Camsuzou of PPG Industries, Inc., and Paolo Baiocchi of Intercast announced that PPG acquired Intercast Europe, S.p.A. and related manufacturing operations in Thailand at a joint press conference during the MIDO 2006 exhibition.**

## Signet Armorlite releases new lens material, offers summer promotion

Signet Armorlite announced the release of its latest sun lens material, Kodak InstaShades PolyClear, just in time for summer.

The material offers one more option to protect against UV radiation, according to the company.

As an added bonus, eye care professionals who order Kodak InstaShades Progressives through [www.Eyefinity.com](http://www.Eyefinity.com) can earn a free gift.

From May 1 through July 31, log onto [www.Eyefinity.com](http://www.Eyefinity.com) and order a total of three qualifying sun lens pairs (one each from a select group), and earn a free beach chair.



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## Glaucoma Update 2006

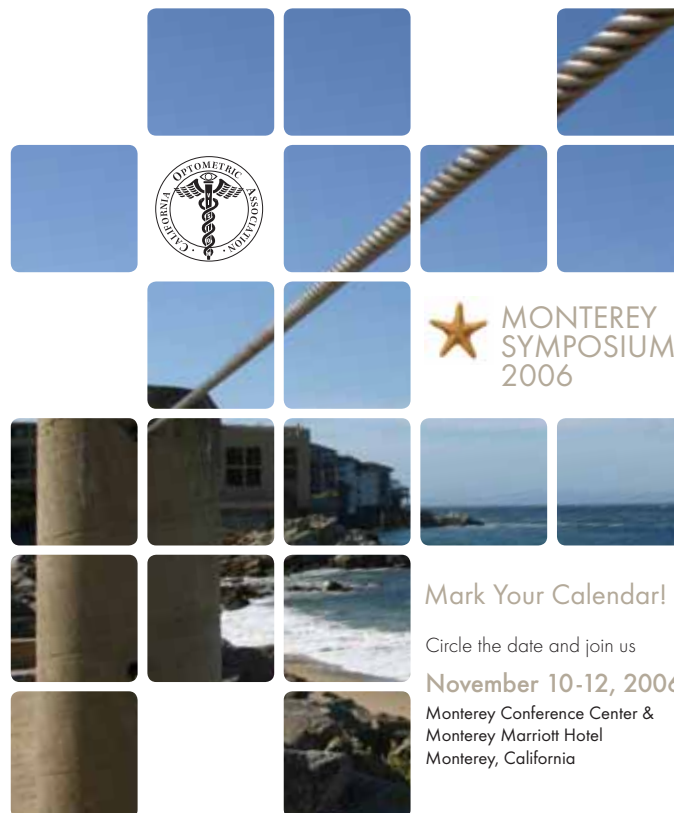
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**August 27, 2006**

**For more information:**  
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\*\*\* 4th of July\*\*\*

**Grand Mediterranean**, 7/27/06 - 8/8/06, *Grand Princess*. Venice, Athens (Piraeus), Kusadasi (for Ephesus), Istanbul, Mykonos, Naples/Capri, Rome (Civitavecchia), Florence/Pisa (Livorno), Marseille (for Provence), Barcelona. Cruise fares from \$2340. Speaker: Dr. John McGreal

**Canada/New England**, 10/21/06-10/28/06, *Star Princess*. New York, Halifax, St. John, Bar Harbor, Boston, Newport, New York. Cruise fares from \$1095.

**Classic Southern Caribbean**, 1/27/07-2/2/07, on the **brand new Crown Princess**. San Juan, Barbados, St. Lucia, Antigua, St. Maarten, St. Thomas, San Juan. Cruise fares from \$739.

**Western Caribbean**, 2/3/2007 - 2/10/2007, *Star Princess*. Ft. Lauderdale, Montego Bay, Grand Cayman, Cozumel, Princess Cays, Ft. Lauderdale. Cruise fares from \$749. **Joint venture with College of Optometrists in Vision Development**. There will be two education programs. COVD program: *Managing and Marketing the Successful Vision Therapy Practice*.

**South America**, 2/12/2007 - 2/24/2007, *Golden Princess*. Buenos Aires, Montevideo, Falkland Islands, Cape Horn, Ushuaia, Punta Arenas, Chilean Fjords, Puerto Montt, Santiago. Cruise fares from \$1745. Speaker: Dr. Janet Betchkal

**Hawaii**, 2/17/2007-2/24/2007, *NCL Pride of America*. Honolulu, Hilo, Mt. Kilauea, Kahului, Kona, Nawiliwili, Honolulu. Cruise fares from \$1054.

**Mediterranean Adventurer**, 7/21/07-8/4/07, *Sea Princess*. London(Southampton), Vigo, Lisbon, Barcelona, Cannes(Monte Carlo), Rome(Civitavecchia), Naples/Capri, Corsica(Ajaccio), Gibraltar, London(Southampton). Cruise fare \$3490. **\*\*GREAT DEAL FOR 14 DAYS - LONDON IS AN INEXPENSIVE EUROPEAN GATEWAY**

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\*\*\*Labor Day\*\*\*

**Mediterranean Collection**, 9/29/07-10/10/2007, *Royal Princess*. Venice, Ravenna, Split(Croatia), Corfu, Kotor(Montenegro), Malta, Sicily, Sorrento/Capri, Corsica(Ajaccio), Monte Carlo, Portofino, Rome(Civitavecchia). Cruise fares from \$2790.

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## **President The New England College of Optometry Boston, Massachusetts**

The New England College of Optometry (NECO), the oldest and among the most innovative of the seventeen colleges of optometry in the country, seeks a new President. The College has a distinctive commitment to excellence in education, research, and patient care, and is looking for a President with a solid track record in attracting financial support, as well as the strategic vision to enhance the teaching and research enterprise of the College.

The current President's retirement is scheduled for August, 2006. The Search Committee will begin candidate evaluations upon receipt of resumes and cover letters. Senior executives in academia, optometric or other health care education, industry, or relevant non-traditional settings are invited to apply in confidence to: Denise O'Grady Gaffney, Vice President and Director, or Stephanie Fidel, Senior Associate, Isaacson, Miller, 334 Boylston St., Suite 500, Boston, MA 02116-3899; 31777@imsearch.com.

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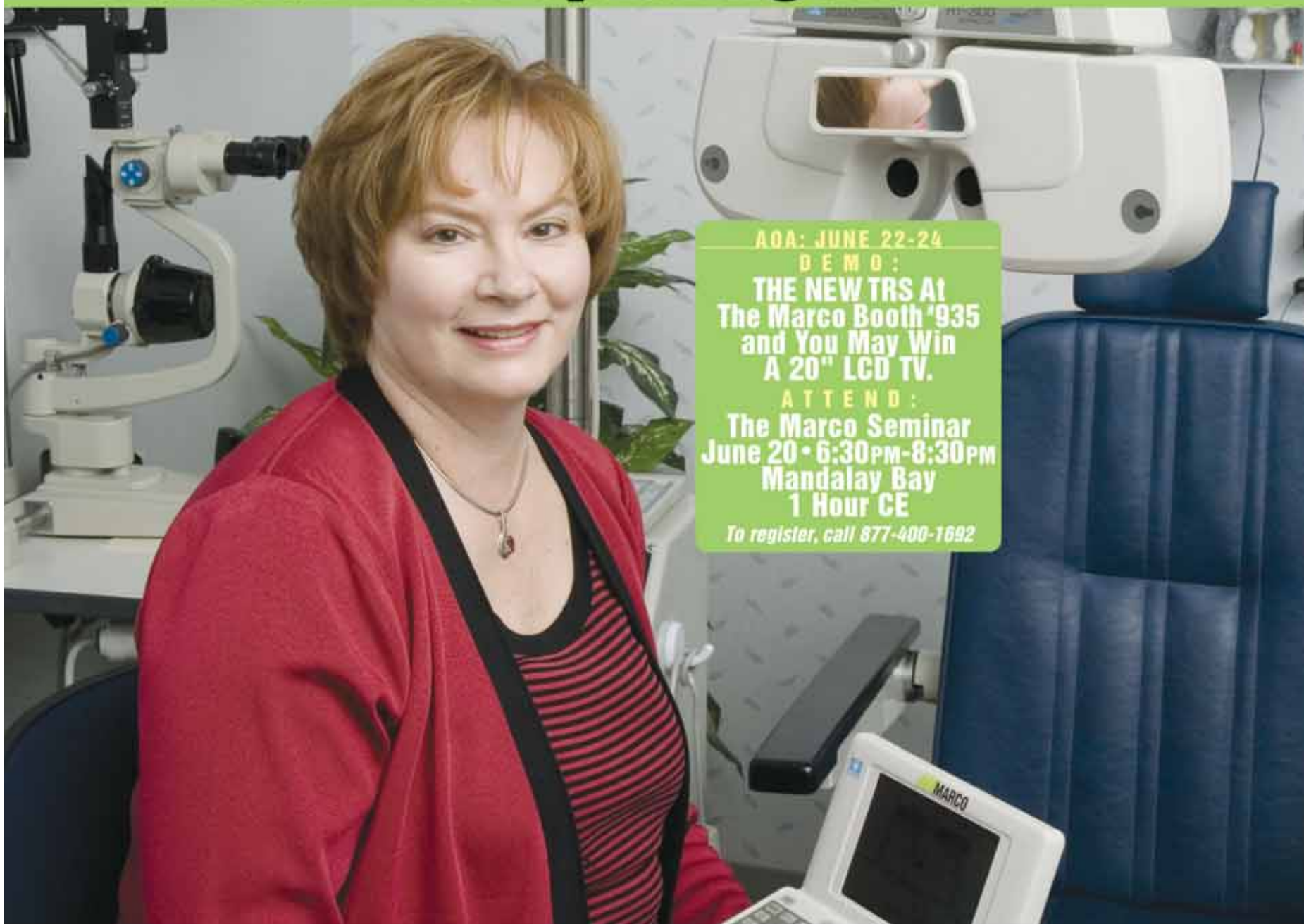
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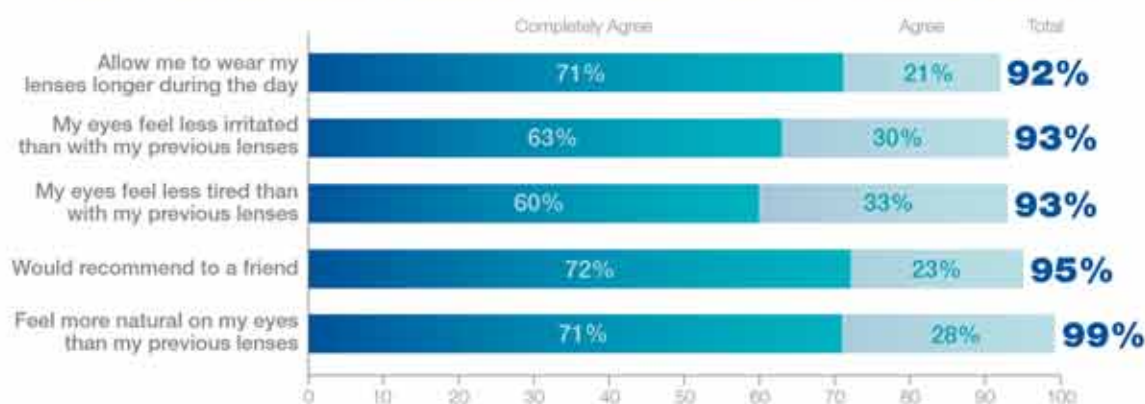
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References: 1. CIBA Vision Data on file, 2006.

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